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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Skillen et al.

Serial No: 09/351,747

Filing Date: July 8, 1999

Title: ASSOCIATIVE SEARCH ENGINE

Examiner: David Yiuk Jung

Art Group: 2134

Docket No: HQ0045A

Date: 3/28/2007

Mail Stop Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Applicants' attorney makes the following comments in response to the Examiner's Reasons for Allowance. The claims of the present patent application differ from the selling of keywords, as discussed in various filings made herein by the Applicants. The claims of the present patent application are patentably distinct from merely ordering search results, and further, are silent as to any ordering of search results. Nothing in the language of the allowed claims or in the file history of the present application requires or precludes the ordering of either search results or advertisements presented to a user. Should these comments be inconsistent with the Examiner's Reasons for Allowance, the Applicants' attorney requests that the Examiner withdraw this application from allowance for further examination.

RESPECTFULLY SUBMITTED,

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